

EXHIBIT D

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Digital Adoption

WalkMe vs Whatfix: Ultimate DAP Comparison

Published February 28, 2023



Implementing a [digital adoption platform \(DAP\)](#) is a significant step in developing your digital adoption strategy. But with so many platforms to choose from, knowing which is the best for your business can be a challenge.

Whatfix is one of the top [WalkMe alternatives](#). Both Whatfix and WalkMe are designed to guide customers and employees alike through an application and increase end-user adoption. With either tool, you can create embedded step-by-step walk-throughs and integrate your existing knowledge base articles so users can easily find them in-app using the self-help menu. Both platforms offer analytics to see how customers or employees interact with the application.

So which do you choose, and how do you decide?

This guide breaks down the features, pricing, and ease of use for both platforms, so you can make an informed decision. Find out which tool is right for your business and take your employee training and customer support to the next level.

Whatfix vs. WalkMe: Comparing Key Features

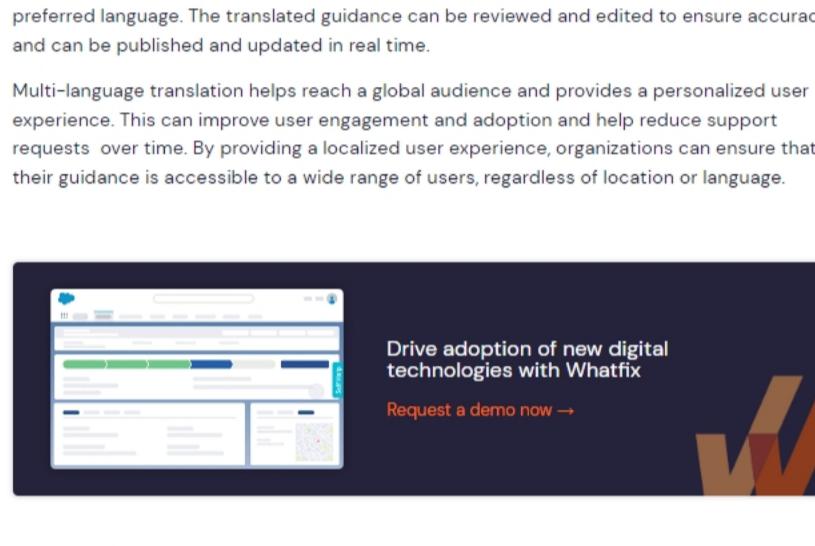
First, let's compare the core features of both products, starting with Whatfix.

Whatfix features

1. No-code editor for in-app content creation
2. Self-help support
3. Product analytics
4. Feedback surveys
5. Multi-format export
6. Multi-language translation

1. No-code editor for creating in-app guidance and much more

Whatfix offers a no-code editor for creating [in-app guidance](#) and smart flows. The no-code editor allows users to create interactive tutorials, walkthroughs, and other types of in-app guidance all without coding knowledge.



The editor provides a visual interface for building and customizing guidance and allows users to add steps, graphics, and other elements to their smart flows. It also includes features like analytics and A/B testing, allowing users to measure the effectiveness of the guidance and optimize it as needed. The resulting guidance can be integrated directly into web-based applications, providing a seamless user experience.

2. Self-service help and support

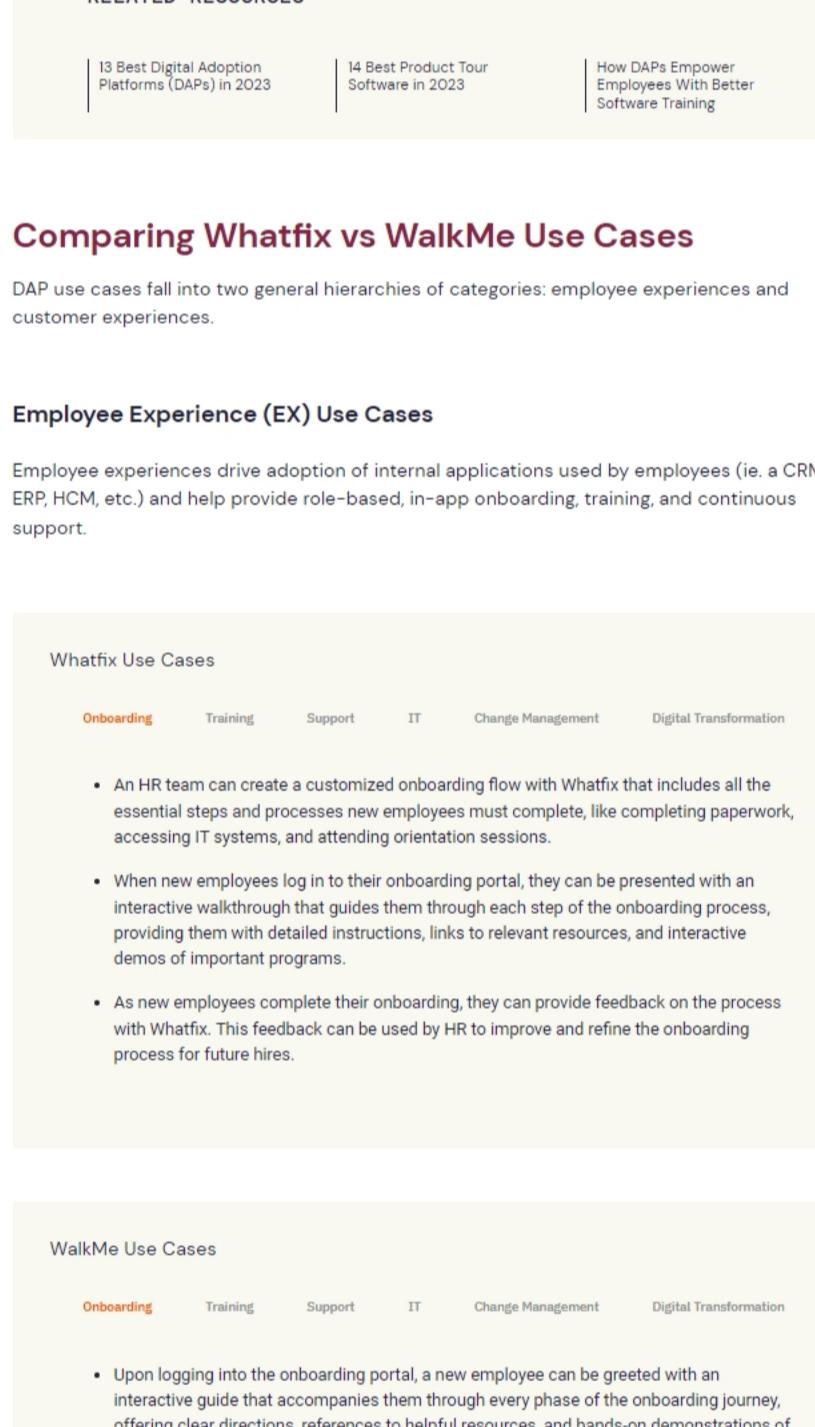
Whatfix's self-service help and support enables end-users to find the information they need quickly and easily – all without having to contact support.

Customer self-service is seamlessly integrated into the in-app guidance and smart flows created using Whatfix's no-code editor, and provides users with context-sensitive information and assistance right where they need it. This includes things like step-by-step instructions, FAQs, and other helpful resources. Self-service help and support aims to empower users to find the answers they need quickly and efficiently, reducing the burden on support teams and improving the overall user experience.

3. Product analytics and user segmentation

Whatfix's product analytics and user segmentation allow your organization to gain insights into how your end-users interact with in-app guidance and smart flows. Analytics provide information on user engagement and adoption and can be used to measure the effectiveness of the guidance.

This data can also be segmented based on various criteria, including location, role, and device type, helping to uncover how different groups of users are engaging with your guidance.



4. Feedback surveys

Whatfix's feedback surveys allow you to gather end-user feedback on their experience. These surveys can be easily integrated into the guidance flows and can be triggered at specific points in the user journey. The feedback gathered from these surveys can then be used to improve the guidance and to make data-driven decisions about future enhancements.

Feedback surveys, which often come in the form of rating scales, open-ended, and multiple-choice questions, can be customized to fit your organization's needs. The impact of the surveys can be analyzed in real-time and segmented based on specific criteria, which can then be used to improve the user experience.



With Whatfix's multi-format exporting, you can export your guidance in several different formats, including HTML, PDF, API, and SCORM. HTML exports can embed the guidance directly into web-based apps, while PDF, API, and SCORM exports are typically used for training purposes. The exported guidance can be customized with branding and other elements, providing a consistent user experience across all formats.

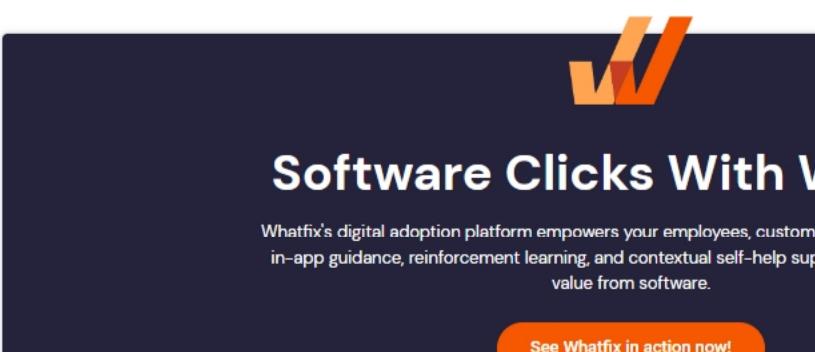
Multi-format exporting allows you to share and distribute your guidance seamlessly and provides the flexibility to deliver the guidance in whatever format best fits a user's needs. This helps ensure that the guidance is both accessible and useful to a wide range of users and can help to improve user engagement and adoption over time.

6. Multi-language translation

Whatfix's multi-language translation allows you to translate your in-app guidance and smart flows into multiple languages, which provides a simple and efficient way to reach a global audience and provide a localized user experience.

With Whatfix's multi-language translation, you can easily translate your guidance into various languages using the platform's built-in translation tools. The platform supports a wide range of languages and can automatically detect the end user's language, delivering guidance in their preferred language. The translated guidance can be reviewed and edited to ensure accuracy and can be published and updated in real time.

Multi-language translation helps reach a global audience and provides a personalized user experience. This can improve user engagement and adoption and help reduce support requests over time. By providing a localized user experience, organizations can ensure that their guidance is accessible to a wide range of users, regardless of location or language.



WalkMe features

1. In-app guidance created for walkthroughs and tours

WalkMe's in-app guidance allows you to create step-by-step walkthroughs and tours within web-based applications. These walkthroughs and tours are designed to help end-users complete specific tasks and provide context-sensitive information and assistance right when they need it.

WalkMe's in-app guidance uses a visual, drag-and-drop editor, eliminating the need for coding and making it easy for non-technical users to create and maintain their own walkthroughs and tours. The guidance can be customized to match the look and feel of the application and can be triggered by specific events.

2. Smart tips and contextual nudges

WalkMe's smart tips and contextual nudges are interactive elements that provide context-sensitive information and guidance to end-users to help them complete tasks and provide assistance or support when needed.

Smart tips and contextual nudges are designed to be intuitive and engaging and to provide a seamless user experience. They can help to improve user engagement and adoption, reduce support requests, and increase efficiency by guiding users through complex tasks and processes. By providing context-sensitive information and assistance, smart tips and contextual nudges can ensure that users complete tasks efficiently and have a positive user experience.

3. Analytics

WalkMe's analytics feature provides insights into the platform's usage and effectiveness. It allows users to track key metrics, including the number of active users, completion rates, and the time spent on specific tasks, to improve overall efficiency.

The analytics feature can also provide information about user behavior, like which features are used most frequently, which ones need improvement, and where users might be dropping off during a task. This information can be used to make data-driven decisions and optimize the platform to meet the user's needs better.

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5. Multi-format exporting

WalkMe's multi-format exporting feature allows you to export your in-app guidance and smart flows in various formats. This feature provides the flexibility to share and distribute the guidance in several ways, like embedding it into training materials, presentations, and other types of important documentation.

With WalkMe's multi-format exporting, you can export your guidance in several different formats, including HTML, PDF, API, and SCORM. HTML exports can embed the guidance directly into web-based apps, while PDF, API, and SCORM exports are typically used for training purposes. The exported guidance can be customized with branding and other elements, providing a consistent user experience across all formats.

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7. Customer experience (CX) Use Cases

Customer experiences drive the adoption of internal applications used by employees (i.e., a CRM, ERP, HCM, etc.) and help provide role-based, in-app onboarding, training, and continuous support.

8. WalkMe features

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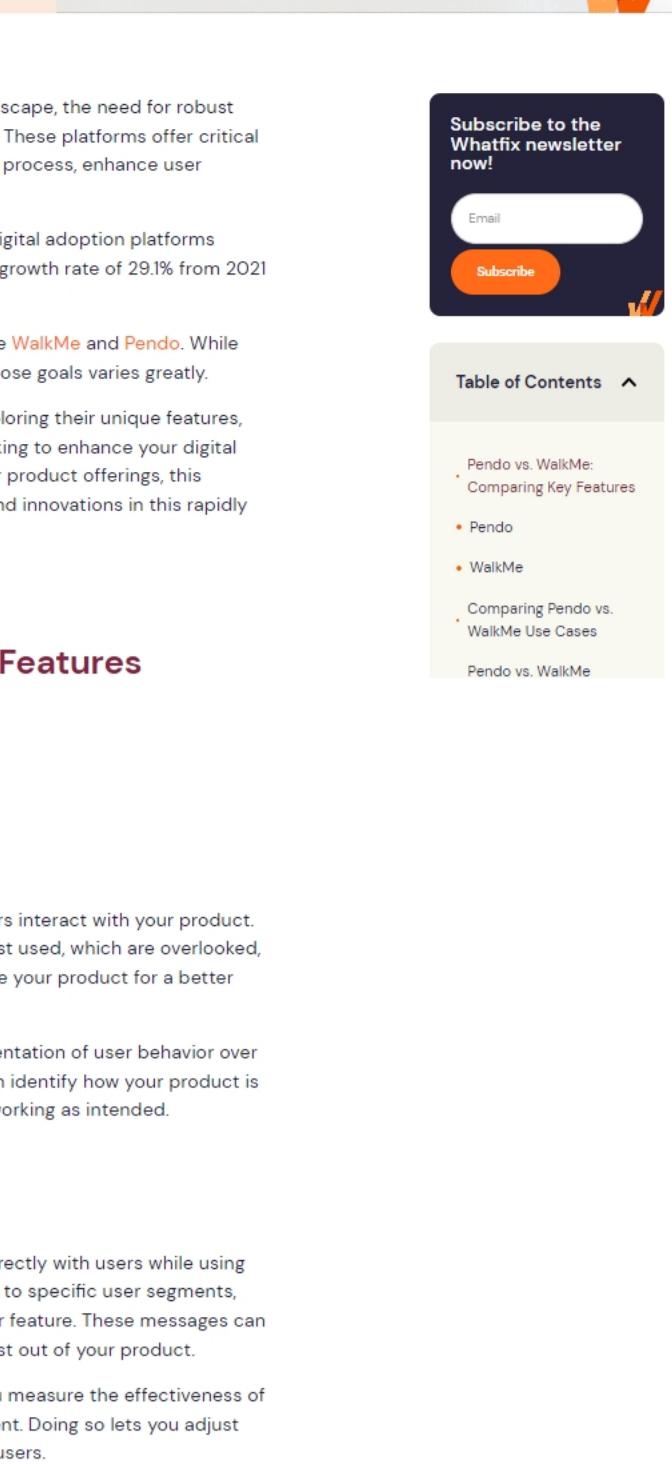
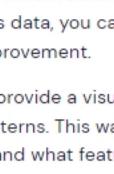
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Digital Adoption

WalkMe vs. Pendo: Which DAP Is Better?

Mar 23, 2023

Samantha Rohn



As businesses continue to navigate the ever-evolving digital landscape, the need for robust digital adoption platforms (DAP) becomes increasingly apparent. These platforms offer critical tools that help businesses streamline their digital transformation process, enhance user experience, and improve overall productivity.

According to a recent report by [MarketandMarkets](#), the global digital adoption platforms market is expected to reach \$16.7 billion by 2026, with an annual growth rate of 29.1% from 2021 to 2026.

Two prominent players in the digital adoption platform market are WalkMe and Pendo. While both platforms share similar goals, their approach to achieving those goals varies greatly.

In this article, we'll take a deep dive into these two platforms, exploring their unique features, use cases, and customer reviews. Whether you're a business looking to enhance your digital transformation strategy or a DAP provider looking to expand your product offerings, this comparison will provide valuable insights into the latest trends and innovations in this rapidly growing market.

Pendo vs. WalkMe: Comparing Key Features

First, let's compare the key features of Pendo and WalkMe.

Pendo features

1. Product usage analytics

Pendo's [product analytics](#) feature provides insights into how users interact with your product. This allows you to track user behavior, like which features are most used, which are overlooked, and which are causing confusion. With this data, you can optimize your product for a better user experience and identify areas for improvement.

The [product usage tracking](#) features also provide a visual representation of user behavior over time, making it easy to see trends and patterns. This way, you can identify how your product is being used, what areas need refinement, and what features are working as intended.

2. In-app messaging

Pendo's [in-app messaging](#) feature allows you to communicate directly with users while using your product. With this feature, you can send targeted messages to specific user segments, including brand-new users or users who haven't used a particular feature. These messages can include essential updates, alerts, or tips to help them get the most out of your product.

The [in-app messaging](#) feature also provides analytics to help you measure the effectiveness of your messages, including click-through rates and user engagement. Doing so lets you adjust your messaging strategy and improve communication with your users.

3. Product tours

Pendo's [product tour](#) feature is helpful for onboarding new users and guiding them through your product's key features. You can create interactive tours that walk users through your product's interface and demonstrate how to use different features. These tours can incorporate text, images, and videos to provide a comprehensive overview of your product's offerings.

Pendo's product tour feature is customizable, allowing you to tailor each tour to unique user segments or use cases. You can also embed these tours directly within your product, making it easy for users to access them at their moment of need.

The feature provides detailed analytics on how users engage with each tour, including completion rates and time spent on each step. This insight can help you optimize your tours for maximum impact and identify areas for improvement.

4. Feedback collection

Pendo's [customer feedback](#) collection feature allows you to easily gather user feedback to improve your product. You can collect user feedback in several ways, including surveys, polls, and in-app feedback forms. These feedback collection tools can be customized to fit your needs and target to specific user segments.

This feature provides detailed analytics on how users engage with each feedback collection method, including response rates and sentiment. This data can help you prioritize feature development initiatives based on user feedback.

TIP: Explore the best [Pendo DAP alternatives](#).

RELATED RESOURCES

[LMS vs. DAP: How to Create Better Employee Experiences](#)
[13 Best Digital Adoption Platforms \(DAPs\) in 2023](#)
[WalkMe vs. Whatfix: Ultimate DAP Comparison](#)

WalkMe features

1. In-app guidance created for walkthroughs and tours

WalkMe's [in-app guidance](#) feature allows you to create [interactive walkthroughs](#) and tours that guide users through your product's key features. Using this feature, you can create interactive guides that show how to use different features and provide a thorough overview of your product. These guides can include text, images, videos, and animations to offer a rich and engaging experience.

Customization is simple with WalkMe's in-app guidance feature, letting you adjust every guide to cater to distinct user groups or purposes. Furthermore, these guides can be embedded directly into your product, allowing users to access them easily at all times.

The feature comes with comprehensive analytics that track user engagement with each guide, measuring completion rates and time spent on each step. By utilizing this data, you can fine-tune your guides for optimal impact and pinpoint areas for improvement.

With WalkMe's in-app guidance feature, users can receive real-time assistance, eliminating the need to leave your product to seek help.

2. Tooltips and contextual nudges

WalkMe's [tooltips](#) and contextual nudges provide real-time guidance to users as they interact with your product. You can easily create contextual tips and nudges that appear right when users need them most. These tips can provide helpful information, such as keyboard shortcuts or hidden features, to enhance the user's experience.

Contextual nudges can gently steer users in the right direction, highlighting the next logical step or encouraging them to take a specific action. WalkMe's smart tips and contextual nudges feature can help reduce user frustration and increase user satisfaction, leading to greater product adoption and loyalty.

3. Analytics

WalkMe's [analytics](#) feature helps measure user engagement and behavior with your product. With this feature, you can track key metrics, like user activity, feature adoption, and conversion rates, to gather insights into how users interact with your product.

WalkMe's analytics feature offers several ways to visualize your data, including dashboards, graphs, and charts, that can assist you in examining your information and recognizing patterns. You have complete control over the analytics feature, allowing you to keep track of metrics tailored to your business goals and products. The real-time data empowers you to make informed decisions quickly and alter your approach as necessary.

You can detect weak spots using WalkMe's analytics feature and put feature development at the forefront based on user behavior, ultimately streamlining your progress.

4. Automation

WalkMe's automation feature helps to streamline repetitive or time-consuming tasks within your product, eliminating the need for manual intervention. With this feature, you can create workflows that enhance your users' experience and improve overall efficiency. For example, you can automate data entry, form submissions, or entire processes—resulting in significant time savings.

WalkMe's flexible automation feature allows you to customize each automation to cater to particular user groups or purposes. The feature also offers comprehensive analytics that track user engagement with each automation, measuring completion rates and time saved. By analyzing this data, you can optimize your workflows for maximum effectiveness and identify areas of opportunity to adjust and improve.

TIP: Explore the best [WalkMe DAP alternatives](#).



Read 1,176 G2 reviews

Read 242 G2 reviews

Meets Requirements

Ease of Use

Ease of Setup

Quality of Support

Ease of Doing Business With

Product Direction

Visual Walkthroughs

87%

84%

80%

88%

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Customer and User Onboarding

Employee Training

Performance Support

IT Support

Change Management

Digital Transformation

Customer and User Feedback

Customer Self-Support

User Engagement Monitoring

Product Analytics

Digital Transformation

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Digital Adoption

Appcues vs. WalkMe: Which DAP Is Best?

March 30, 2023

Samantha Rohr

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In the fast-paced world of digital technology, businesses are constantly seeking new ways to surge in their digital user experience and drive higher engagement rates. This has led to a surge in the adoption of digital adoption platforms (DAPs), with the market growing at exponentially rapid rates. With such growth, there are several options available—making it increasingly difficult to decide which platform will best meet a business's unique needs.

Two of the most popular digital adoption platforms on the market are Appcues and WalkMe. While both platforms offer robust solutions for improving user engagement and aim to streamline the user experience, they differ in their approach and functionality.

So which one is the best digital adoption platform for your organization? To answer that question, we'll dive into the features, use cases, and overall customer experiences of both Appcues and WalkMe and compare them head-to-head.

Appcues vs. WalkMe: Comparing Key Features

Let's compare the feature set of Appcues and WalkMe.

Appcues features

1. Visual editor

Appcues' visual editor enables you to create personalized user experiences without any coding guide users through your platform or website.

The visual editor allows you to choose from an inventory of design templates, colors, fonts, and images to create an engaging experience for users. You can also add interactive elements like clickable buttons, videos, and performances to make the experience even more interactive and engaging.

One of the unique features of Appcues' visual editor is its ability to provide real-time previews of the experience as it's being designed. This means you can see exactly how the final product will look and feel before it's going live, empowering you to make any necessary adjustments or changes.

2. Targeting and segmentation

Appcues' targeting and segmentation feature is designed to help you create customized user experiences based on specific criteria like user behavior, demographics, and preferences. This enables you to target specific groups of users with personalized experiences, which can help increase engagement rates and drive conversions.

Using the targeting and segmentation feature, you can create user segments based on various criteria, including user behavior, location, device, and more. This allows you to target specific user groups with customized experiences tailored to unique user needs and preferences.

3. Analytics and reporting

Appcues' analytics and reporting feature is a comprehensive tool that allows you to track and measure the effectiveness of their experiences. With this feature, you can analyze user behavior, engagement rates, and conversion metrics and gain insights into how users interact with your product.

Appcues' analytics and reporting feature provides a variety of metrics and data points, including click-through rates (CTR), conversion rates, engagement rates, and more. This puts you in the position to understand which experiences resonate with your users and drive the most engagement and conversions.

Appcues' analytics and reporting feature also provides detailed user behavior data, including how users navigate a website, which pages they visit, and how long they spend on each page. This data can help identify areas that may be causing friction and optimize their experiences accordingly.

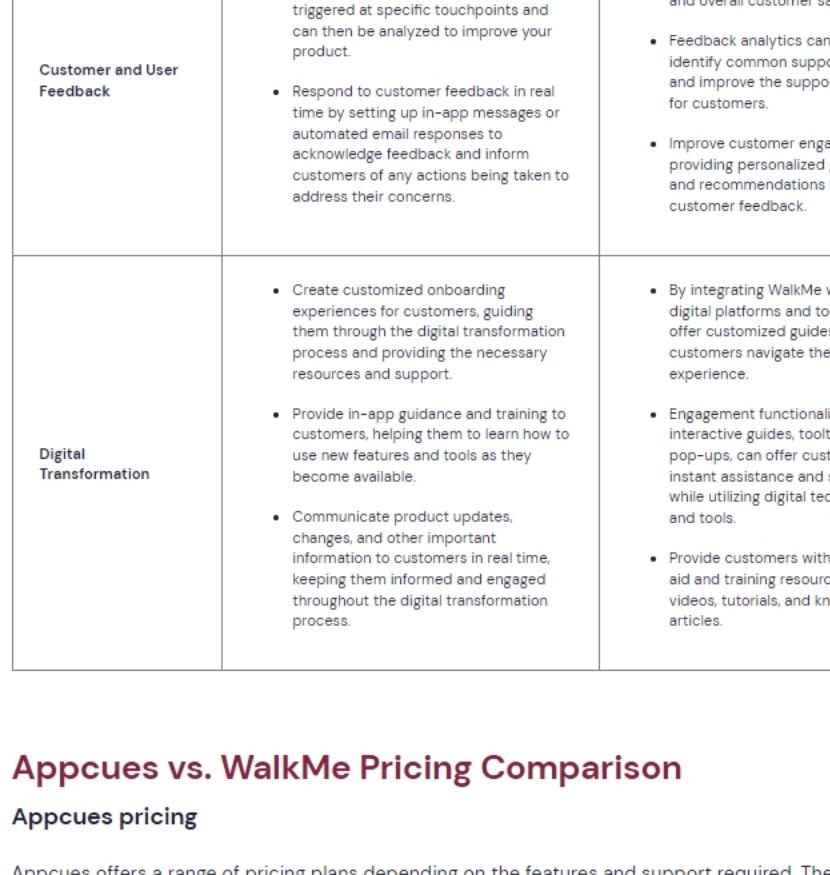
4. Integrations

Appcues' integrations feature is designed to help businesses seamlessly integrate their experiences with other software and tools they may already be using. With this feature, you can connect Appcues with third-party applications, including customer relationship management (CRM) software, email marketing tools, and more.

Appcues' integrations feature allows you to leverage the power of your existing software stack to enhance user experiences and drive higher engagement rates. For example, businesses can integrate Appcues with their CRM software to create personalized user experiences based on their demographic data, purchase history, and other customer data points.

You can also integrate Appcues with your email marketing tools to create personalized experiences that are triggered by specific email campaigns. This can help to improve engagement rates and drive conversions by providing users with a seamless and personalized experience across multiple touchpoints.

TIP: Explore the best Appcues DAP alternatives.



WalkMe features

1. In-app guidance created for walkthroughs and tours

By leveraging WalkMe's in-app guidance feature, you can create interactive walkthroughs that guide users through your product's most important features. The guides you can create include various media types like images, animations, videos, and text, resulting in a captivating user experience. Thanks to the feature's ease of use, you can quickly tailor each guide to address specific user groups or preferences.

You can easily embed the in-app guidance feature directly into your product so users can effortlessly access them at their exact moment of need. The feature includes robust analytics that monitor user engagement, including completion rates and time spent on each step. This helps you make data-driven decisions, refine your guides for optimal effectiveness, and identify areas where you can improve.

With WalkMe's in-app guidance feature, you can eliminate the need for users to leave your product to seek assistance, providing them with real-time support that streamlines their experience.

2. Smart tips and contextual nudges

WalkMe's contextual nudges and tooltips feature delivers real-time guidance to users as they navigate through your product. Using this feature, you can quickly generate contextual tips and nudges that display in the user's exact moment of need. These tips can offer valuable information, including keyboard shortcuts or hidden features, to boost their overall experience.

With contextual nudges, you can guide users along the most efficient path, pointing out the next natural step or encouraging them to execute a specific action. The smart tips and contextual nudges feature from WalkMe is a great solution to reduce user frustration, improve user satisfaction, and achieve higher product adoption and customer loyalty.

3. Analytics

Using WalkMe's analytics feature, you can gain important insights into user behavior and engagement with your product or service. This feature enables you to track key metrics like user activity, conversion rates, and feature adoption, offering a comprehensive understanding of how users interact with your product offerings.

WalkMe's analytics feature provides several visualization options, including graphs, dashboards, and charts, to help you interpret and identify patterns in your data. You have total control over the analytics feature, enabling you to monitor metrics customized to your product and unique business goals. The real-time data empowers you to make informed decisions quickly and modify your approach.

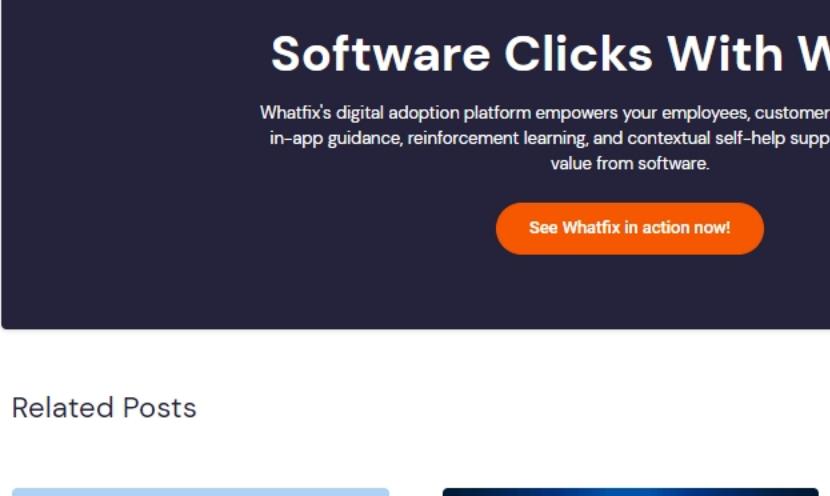
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4. Automation

WalkMe's automation feature eliminates the need for manual intervention by streamlining repetitive or time-consuming tasks within your product or service. With this feature, you can create workflows that enhance the user experience and improve overall efficiency. For example, you can automate data entry, form submissions, or entire processes, resulting in significant time savings.

With WalkMe's flexible automation feature, you can customize each automation to cater to specific user groups or preferences. The feature also provides comprehensive analytics that monitor user engagement, tracking completion rates and time saved. By analyzing this data, you can fine-tune your workflows for optimal effectiveness.

TIP: Explore the best WalkMe DAP alternatives.



Comparing Appcues vs. WalkMe Use Cases

DAP usage can be classified into two main categories—employee experiences and customer experiences.

Employee experiences strive to encourage employees to use internal applications such as CRM, ERP, and HCM. These use cases involve providing in-app onboarding, training, and continuous support based on employee roles to ensure seamless adoption.

In contrast, customer experiences aim to promote the use of customer-facing applications. Use cases in this category encompass solutions for user onboarding, customer support, and other use cases related to driving customer adoption.

Employee Experience (EX) Use Cases

	APPUCES	WALKME
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Employee Onboarding	<ul style="list-style-type: none"> • Create interactive onboarding experiences that guide employees through various aspects of their role, including company culture, policies, and procedures. • Appcues allows for personalized onboarding experiences tailored to each employee's role, location, or other relevant factors. • The analytics and reporting feature can offer valuable insights into employee onboarding success. This data can help HR identify areas for improvement and adjust onboarding strategies. 	<ul style="list-style-type: none"> • Interactive tutorials and on-demand support can help employees get up to speed on their role more quickly and easily. • Contextual guidance can help new employees navigate complex systems and processes, reducing the time and resources needed for onboarding. • Performance support capabilities can help employees overcome any obstacles they may encounter during the onboarding process.
Employee Training	<ul style="list-style-type: none"> • Personalized and targeted features allow for personalized training experiences tailored to each employee's skill level. • Analytics and reporting can provide valuable insights into employee engagement and progress during the training process. This data can help HR identify areas for improvement and adjust training strategies to ensure maximum effectiveness. 	<ul style="list-style-type: none"> • Engagement education can be used to make employees more interactive and engaging. Employees can learn to learn and retain knowledge more effectively by creating interactive quizzes, games, and simulations.
Performance Support	<ul style="list-style-type: none"> • Create performance support tools like job aids, quick reference guides, or checklists that employees can use to find key information or instructions on-demand. • In-app guidance can provide real-time support to employees as they navigate through your product. These guides can provide helpful tips, reminders, and increasing productivity. • Analytics and reporting can provide valuable insights into employee usage of performance support tools in-app. These insights help managers and HR leaders identify areas where employees may need additional support. 	<ul style="list-style-type: none"> • Performance support features can help employees overcome any challenges they may face, improving productivity and job satisfaction. • Analytics tools can help you identify areas where users need additional support or training, leading to increased performance and productivity. • Performance guidance can help employees identify efficiency and effectively, leading to increased performance and productivity.
IT Support	<ul style="list-style-type: none"> • Teams can create interactive guides to help employees troubleshoot common issues. These guides can be customized to different user levels and can be easily accessed at any time. • If teams can create interactive guides that help employees troubleshoot common issues, they can provide step-by-step instructions to help them resolve bugs. This can help reduce support tickets and increase user satisfaction. • Create interactive guides that help employees learn about security measures, compliance policies and best practices. 	<ul style="list-style-type: none"> • IT support teams can monitor frequently accessed walkthroughs and prompt where additional support is needed. This helps the team to better understand user needs and enhances the ability to continuously improve and update their support materials. • Engagement capabilities allow for a more interactive and engaging IT support experience. Creating interactive quizzes, games, and simulations can encourage employees to learn and retain knowledge better.
Change Management	<ul style="list-style-type: none"> • Create interactive guides and walkthroughs that explain changes, including any new processes, tools, or systems. The guides can be customized to different user levels and can be easily accessed at any time. • If teams can create interactive guides that help employees troubleshoot common issues, they can provide step-by-step instructions to help them resolve bugs. This can help reduce support tickets and increase user satisfaction. • Provide users with clear instructions on how to use specific features to demonstrate how to use specific features. 	<ul style="list-style-type: none"> • Guide employees through the process of implementing new policies and support them throughout the transition. • Help employees adjust to system changes by providing targeted guidance on how to use new or updated features. • Leverage mobile integration capabilities with digital tools and offer personalized walkthroughs to guide employees through updated processes. • Employees can access contextual help and training materials to ensure they have the necessary resources to navigate new tools properly. • Provide support during organizational changes by guiding employees through new workflows and helping them to navigate new systems and processes.
Digital Transformation	<ul style="list-style-type: none"> • Help employees transition smoothly to new tools by providing interactive walkthroughs and nudges. • Create targeted messages for newly onboarded users or those who have made changes to their role. • Ensure all users are on the same page, helping them to stay aligned with their peers. 	<ul style="list-style-type: none"> • Leverage mobile integration capabilities with digital tools and offer personalized walkthroughs to guide employees through updated processes. • Employees can access contextual help and training materials to ensure they have the necessary resources to navigate new tools properly. • Provide support during organizational changes by guiding employees through new workflows and helping them to navigate new systems and processes.

Customer Experience (CX) Use Cases	APPUCES	WALKME
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Customer Onboarding	<ul style="list-style-type: none"> • Help customers understand the key features of your product during onboarding, guiding them step-by-step through the process. • Create personalized onboarding journeys for different types of customers based on their needs, preferences, and behaviors. 	<ul style="list-style-type: none"> • Contextual guidance can help you create a smooth onboarding process, ensuring that customers get started with your product quickly and easily. • Interactive tutorials and on-demand support can help customers overcome any potential roadblocks they may face during onboarding.
Customer Self-Support	<ul style="list-style-type: none"> • In-app messaging allows you to communicate with customers directly within your product, offering real-time support and guidance. This feature can include step-by-step guides, FAQs, and other resources that are easily accessible to customers. • Integrate with your existing knowledge base or support center to provide customers with a centralized location for answers and support. 	<ul style="list-style-type: none"> • A customer support team can create a knowledge base to guide customers through the steps to resolve issues they're experiencing with your product or service. • In-app guidance can provide real-time assistance to customers as they use your product. This can prompt users to provide feedback and report issues, helping you to improve product development and user experience.
User Engagement Monitoring	<ul style="list-style-type: none"> • Behavioral analysis allows you to monitor customer engagement with your website or product to gain insights into how customers are using it and identify areas where they may be confused or disengaged. • Divide customers into different groups based on their characteristics or behavior and create engagement and retention strategies that are tailored to the specific needs of each group. 	<ul style="list-style-type: none"> • Use in-app surveys to gather customer feedback and understand their needs and preferences regarding product usage. • Analyze user data to identify patterns and trends that can influence product development and improve the overall customer experience.
Product Analytics	<ul style="list-style-type: none"> • Monitor which features of your product are being used the most and when to refine your product or service based on user behavior. • Funnel analysis capabilities can uncover where users drop off in the customer journey and identify areas for improvement. • AB testing allows you to test different variations of your product with a subset of users to see which performs better. 	<ul style="list-style-type: none"> • Uncover product features that are essential to your operations and aim to track and enhance their performance. • Analytics tools can help determine user pain points during product usage. By analyzing key metrics like completion rate, user retention, and click-through rate, you can prioritize areas that need improvement and make necessary changes to enhance your product.
Customer and User Feedback	<ul style="list-style-type: none"> • Create in-app messages that ask users for feedback on their experience. These messages can be triggered at specific touchpoints and can be analyzed to improve product offerings. • Provide customer feedback and suggestions to help your product evolve and improve. 	<ul style="list-style-type: none"> • Use surveys and feedback prompts to collect feedback on specific product improvements and user experiences. • Feedback analysis can help identify common support issues and improve the support experience for customers. • Improve customer engagement by providing personalized guidance and recommendations based on customer feedback.
Digital Transformation	<ul style="list-style-type: none"> • Create customized onboarding guides for new users, helping them to learn how to use new tools and technologies as they become available. • Communicate product updates, changes, and other important information to keep users engaged throughout the digital transformation process. 	<ul style="list-style-type: none"> • By integrating WalkMe with other digital platforms and tools, you can offer personalized guides that help customers navigate their experience. • Engagement functionalities like interactive guides, tooltips, and popups can provide instant assistance and support while utilizing digital tools and resources. • Provide customers with contextual aid and training resources, like videos, tutorials, and knowledge articles.

Customer Experience (CX) Use Cases	APPUCES	WALKME
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Customer Onboarding	APPUCES	WALKME
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Customer Self-Support	APPUCES	WALKME
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User Engagement Monitoring	APPUCES	WALKME
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Product Analytics	APPUCES	WALKME
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